



PENINSULA
COLLEGE
GEORGETOWN

FINAL EXAMINATION

Programme Name	:	DIPLOMA IN TRAVEL AND TOURISM MANAGEMENT
Course Code & Name	:	TTM 1253 ONLINE TRAVEL MANAGEMENT
Duration	:	2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) State **FIVE (5)** factors that can affect consumers' perception of the value of using a traditional travel agent versus booking travel arrangements online. (5 marks)
 - b) Describe **FIVE (5)** challenges that traditional travel agents face in the current market. (10 marks)
 - c) The COVID-19 pandemic has had a significant impact on the traditional travel agent industry. Discuss **FIVE (5)** impacts of COVID-19 on the traditional travel agent industry. (10 marks)
- Total: [25 marks]
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2. a) Encoding is the process of converting a free-text entry into a standardized format that can be understood by the Amadeus system. Encode the airport name to IATA code:
 - i) John F. Kennedy International Airport, New York (1 mark)
 - ii) Narita International Airport, Tokyo (1 mark)
 - iii) Beijing Capital International Airport, Beijing (1 mark)
 - iv) Toronto Pearson International Airport, Toronto (1 mark)
 - v) London Heathrow Airport, London (1 mark)
 - b) Decoding usually refers to the process of translating a code or abbreviation into its corresponding name. Decode from IATA code to city name:
 - i) DXB (1 mark)
 - ii) LAX (1 mark)
 - iii) TYO (1 mark)
 - iv) CDG (1 mark)
 - v) IST (1 mark)

- c) The Passenger Name Record (PNR) contains a passenger's reservation details and any other information relating to their booking. List out **FIVE (5)** mandatory elements required to save a PNR. (5 marks)

d)

Client: Buckminster Fuller Phone Number: 601 92266774 Objective: Round Trip Flight to Moscow Russia Departing: Sydney Airport, Sydney Returning: After one week (September 16th)
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Based on the information above, write the entry for:

- i) Passenger's name. (2 marks)
- ii) Phone number of the person. (2 marks)
- iii) Flight availability. (2 marks)
- iv) Flight availability of the shortest time. (2 marks)
- v) Return flight availability. (2 marks)
- Total: [25 marks]
3. a) Imagine you have started to work as a tour operator trainee at one of the local travel agents in Malaysia. As a new trainee, the company wants you to develop a video marketing campaign to promote a new travel destination to potential travellers. You are assigned by the general manager to undertake the below mentioned tasks in your capacity as the tour operator trainee.
- i) Apply **FIVE (5)** steps to help you to create an effective video marketing campaign. (15 marks)
- ii) Evaluate the effectiveness of the video in terms of driving bookings and increasing awareness of the new travel destination. (10 marks)
- Total: [25 marks]
4. a) Traveller profiling requires the collection and analysis of a wide range of information from various sources. It is important to ensure that the collection and use of this information is compliant with privacy regulations and respects travellers' rights.
- i) Describe **FIVE (5)** functions of traveller profiling in the tourism industry. (10 marks)
- ii) Discuss **FIVE (5)** disadvantages of traveller profiling. (10 marks)
- iii) List out **FIVE (5)** types of information that may be collected and analysed for traveller profiling. (5 marks)
- Total: [25 marks]

- END OF QUESTIONS -